

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

Form OBD-68
(Rev 10-14-76)
Formerly DJ-307
for

No. 43-R226
Approval Expires Oct. 31, 1981

AMENDMENT TO REGISTRATION STATEMENT

*Pursuant to the Foreign Agents
Registration Act of 1938, as amended.*

1. Name of Registrant

JAMAICA TOURIST BOARD

2. Registration No.

1445

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ Initial Statement

☐ Supplemental Statement
for _____

☐ To give notice of change in an
exhibit previously filed.

☐ To give a 10-day notice of a change in infor-
mation as required by Section 2(b) of the Act.

☒ Other purpose (specify) to provide
additional information - Item 11
Activities September 1981 - June 1982

4. If this amendment requires the filing of a document or documents, please list -

**accounting statements in response to item 15(a) to provide
detailed account of disbursements**

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



GEORGE DEMERCADO - General Manager

January - June 1982

M E E T I N G S

JANUARY 04

STAFF MEETING

Work responsibilities, marketing plans for 1982 and the role of the Special Advisors Department were discussed.

JANUARY 06

REGGAE SUNSPLASH/SUNBURST HOLIDAYS

Mignott, Bronstorph and Crooks met with George Patsalas, President of Sunburst. Sunburst produces the largest number of visitors for the event. This year his program will extend to the West Coast and our plans include joint radio promotions.

SOJOURN TOURS

Bronstorph met with Ossie Bartlett, President of Sojourn Tours to discuss his packages for Reggae Sunsplash. Bartlett and the JTB Sales Team also met with Young and Rubicam team to discuss the Travel Agent incentive program - BLOCKBUSTER BONUS.

JANUARY 07

SPORTSWISE MAGAZINE

Bronstorph met with Ms. Brenda Senderoff of Sportswise Magazine to advise her of the types of watersports Jamaica has available to visitors. This publication will do a feature story on Jamaica in the Spring.

JANUARY 11

DIRECTOR OF TOURISM/YOUNG AND RUBICAM

Mignott joined the Director in meetings with the Advertising Agency.

JANUARY 12

WHOLESALEERS/BLOCKBUSTER PROGRAM

Bronstorph met with J. Hocker, Red and Blue Tours, Carmen Celenza, Towne Tours and J. Kaiser, Empress Travel, to give preview of upcoming Agents Bonus program.

JANUARY 13

ANTOR MEETING

Mignott and Crooks attended monthly meeting.

JANUARY 14

TAYLOR BUSINESS INSTITUTE

Bronstorph met with Ms. Marianne Riley of Taylor Business Institute to plan format of meeting with students from the Travel Class of Taylor Business Institute.

JANUARY 15

RCA/WBLS RADIO PROMOTION

Mignott, Crooks and Carolyn Mulligan (RF&R) met with Basil Marshall of RCA. Plans were made for a radio promotion that includes point of purchase displays in record stores.

CARIBBEAN WAY CABLE T.V.

Mignott met with the Show's Producer, Tony Thompson, and arrangements were made for interviews with Mignott and/or Marcella Martinez. Caribbean Way is music oriented and has a large following of Reggae fans.

JANUARY 16

BLACK ENTERPRISE MAGAZINE

Bronstorph met with Ms. Sharon Fitzgerald of Black Enterprise Magazine and provided her with general information on Jamaica for a possible story.

JANUARY 19

ATLAS TOURS

Bronstorph had meeting with Steve Eisenman to discuss Atlas Tours' upcoming Jewish Singles party.

JANUARY 20

COLPITTS TRAVEL

Mignott met with Elliott Honeywell to discuss possibility of a Co-op Ad with Erika Tours, Air Florida, Colpitts Travel and Jamaica Tourist Board.

OKLOHAMA STATE FAIR/JAMAICA

Bronstorph met with Mr. Don Taggart, Coordinator for the Oklohama State Fair to discuss Jamaica's participation at the Fair.

JANUARY 21

RIDLEY WATTS VIDEO PRODUCTIONS

At the request of H.E. Ambassador Keith Johnson, Mignott, Martinez and Crooks met with Mr. Watts. He plans to film Convention facilities in Jamaica which can be used to sell Groups to the island.

JAY HUGHES, NEW YORK TIMES

Mignott and Martinez met with Hughes. He will visit Jamaica in February to meet with the Director and Minister. The Times has a proposal for a special supplement on Jamaica.

JANUARY 21

RUDER, FINN AND ROTMAN

Mignott and Crooks met with Byron Reimus and Carolyn Mulligan to review and plan our public relations activities.

JANUARY 22

SOJOURN TOURS

Mignott and Crooks met with Ozzie Bartlett to discuss the Blockbuster Bonus promotion.

YOUNG AND RUBICAM

The staff and the Y&R Special Accounts team were appraised of the details of the Blockbuster Bonus promotion.

JANUARY 25

BALTIMORE/WASHINGTON AIRPORT

Mignott met with Caroll Hynson, Director of Marketing, BWI. Discussions were held on strategy to promote Air Jamaica's new service from Baltimore to Montego Bay. It was agreed that our television advertising would be tagged 'From BWI' and the Airport Authority will pay \$5,000.00 this privilege. Air Jamaica also made arrangements for the Airport Authority buses to carry their slogan.

JANUARY 28

AIR JAMAICA

Mignott met with Will Rodgers (JM) and Dinaz Boga of Ketchum McLeod and Grove, to discuss the Blockbuster Bonus promotion and tagging JTB Ad's with an Air Jamaica Package Price. Air Jamaica will in turn provide the air tickets for the Blockbuster Sweepstakes.

JAMAICA HOTEL AND TOURIST ASSOCIATION

Mignott met with JHTA President, Heinz Simonistch. He was appraised of the Blockbuster Bonus promotion and other marketing activities in the North-East. This included our piece -"TELL YOUR FRIENDS WHAT THEY'RE SAYING" and "JAMAICA: THE EASIEST PLACE TO SELL THIS SUMMER. The Boonoonoonoos Package will be included in the Summer edition.

JANUARY 29

JAMAICA/BALTIMORE FRIENDS OF JAMAICA

Mignott and Crooks met with Mr. Alphonso Grey to discuss possibility of a cultural event in Baltimore in the Summer.

FEBRUARY 01

TRELAWNY BEACH CLUB

Mignott and Crooks met with Jackie Connoley to discuss marketing plans for the Trelawny Beach Club. The Ectacism slogan will be changed and emphasis placed on family type vacations.

KANDID TOURS

Bronstorph met with Gene Plummer and Errol Johnson of Kandid Tours and provided them with information on hotels, ground transfer, Meet-The-People, and sports to aid them in putting together their Jamaica package.

FEBRUARY 02

MYSTERY SHOPPER

Mignott and Crooks met with Young and Rubican to discuss a travel agents incentive for May and June. The concept of the Mystery Shopper was presented to them.

CHRISTIAN SCIENCE

Mignott met with representatives of the newspaper. They presented plans for a special supplement and were referred to the General Manager's office. They will run a story on Jamaica this Spring.

ALKEN TOURS

Mignott and Crooks met with Al Lawrence to update him on the Blockbuster Bonus promotion.

FEBRUARY 03

JAMAICA TRADE COMMISSION

Mignott attended reception to mark Opening of their new office.

FEBRUARY 04

AIR JAMAICA

Mignott and Crooks met with Bob Hamilton (Acting Regional Sales Manager) to review and plan joint promotions.

ROOTS ROCK REGGAE GROUP/EQUITABLE TRAVEL

Bronstorph met with Ms. Sharon Ritter and Mr. Hudson of Equitable Travel to discuss plans on above group visiting Jamaica and taking along their stereo equipment.

FEBRUARY 04

ROARING RIVER

Mignott met with Edward Carr, Publisher of a hard cover book on Roaring River. Arrangements were made to obtain a supply for give-a-ways.

DAILY NEWS PROMOTION

Mignott and Crooks visited Daily News to see Jamaica Window. This is sponsored by the Jamaica Hilton, Air Jamaica and our office.

CURACAO TOURISM PROMOTION

Mignott and Crooks attended their seminar to be updated on competitive activity.

FEBRUARY 05

TODD MAIL MARKETING

Mignott met with Doug Todd on the mailing of the Blockbuster Bonus promotional pieces.

JAMAICA TRADE COMMISSION

The staff attended a reception hosted by the Commission.

FEBRUARY 08

AIR JAMAICA/BLOCKBUSTER BONUS

Our sales team met with Air Jamaica to update them on Blockbuster Bonus. Arrangements were made to Blitz agents in the Metropolitan area.

AIR FLORIDA

Mignott, Bronstorph and Crooks met with John Jackson, V.P., Air Florida, to discuss possibility of joint promotions in the Boston and Washington areas. Agreement was reached for Air Florida to reward agents in the Boston market that earned \$100.00 on the Blockbuster Bonus with a matching \$100.00.

YOUNG AND RUBICAM

The sales team met with Young and Rubicam Special Accounts to further explore ideas for the Mystery Shopper Promotion.

JAMAICA HILL

Bronstorph met with Herb Miller of Jamaica Hill.

FEBRUARY 09

RUDER, FINN AND ROTMAN

Mignott met with Carolyn Mulligan to review Public Relations activities and formulate future plans.

FEBRUARY 10

WHOLESALEERS MEETINGS

Individual meetings were held with:

- Cavalcade Tours, Lee Cygielman
- Caribbean Holidays, Dieter Killinger/
Zelma Ramery
- Flyfaire, Pat Gallagher

The final draft of Blockbuster Bonus was presented to them. Each company agreed to print a flyer on the promotion which carries our \$339.00 Package lead price and details of the consumer sweepstakes.

ANTOR MEETING

Mignott and Crooks attended monthly meeting.

DIRECTOR OF CULTURE,
OFFICE OF THE PRIME MINISTER

The staff attended a meeting at the Jamaica Consulate with the Director of Culture, Ms. Olive Lewin.

FEBRUARY 11

NEW JERSEY LIONS CLUB

Mignott met with Dr. Albert Jones and Mrs. Dorothy Dillin to finalize plans for our presentation at their monthly meeting. 500 persons are expected to attend, including the Mayor of Bayonne. Ms. Martinez will deliver the main address.

FEBRUARY 16

GIMBLES DEPARTMENT STORE PROMOTION

Bronstorph met with representatives from Gimbles to discuss possibility of a catalogue shoot in Jamaica. Air Jamaica was unable to provide air transportation so it was shot in Florida.

GO-GO TOURS

Mignott and Crooks met with Fred Kasner and Michael Norton to discuss joint promotional activities on the Blockbuster Promotion. Like our other Wholesalers, Go-Go will print and distribute a flyer.

FEBRUARY 17

RICES NACHMANS

Mignott and Crooks met with Ed Nahomey and reviewed the store promotion with Rices Nachmans, Eastern Airlines and our office.

FEBRUARY 17

GREAT VACATIONS

Mignott and Crooks met with Raymond Allison and Charles Gisvold on the Blockbuster promotion, Summer programs and Co-op advertising.

FEBRUARY 22

RUDER, FINN AND ROTMAN

Mignott met with Carolyn Mulligan to review and plan Public Relations activities.

FEBRUARY 23

STAFF MEETING

Our monthly meeting was held. Both In-House and sales activities were reviewed.

MARCH 04

AMERICAN AIRLINES

Mignott met with Michael Youngman to arrange distribution of Blockbuster promotional material by their sales team. The possibility of a co-op advertising program was also discussed.

MARCH 08

ALKEN TOURS

Mignott met with Al Lawrence to discuss Alken/JTB Familiarization Trip.

MARCH 09

GO-GO TOURS

Mignott met with Michael Norton to discuss response to Blockbuster Promotion, Go-Go/JTB sponsored travel agents familiarization trips, and a co-op advertising program for the Summer.

MARCH 11-13

CONSUL GENERAL

Mignott met with the Consul General to update him on Regional tourism activities.

MARCH 16

MARKETING MEETING

Mignott and Crooks attended the Marketing Meeting in Miami.

ITR

Mignott met with Ralph Lembo to discuss joint promotion for hotels ITR represents in Jamaica.

MARCH 16

H.M.T. ANTHONY ABRAHAMS

Mignott met with Minister to discuss Regional marketing activities and itinerary for his visit.

MARCH 17

FORTUNE MAGAZINE

Mignott attended meeting and interview with H.M.T. Anthony Abrahams.

MARCH 25

KEATS TRAVEL

Mignott met with John Keats to discuss Incentive program.

MARCH 24-25

CTA BOARD OF DIRECTORS MEETING

Mignott represented Hon. Minister of State, Dr. Marco Brown, at the meetings.

MARCH 29-31

AIR JAMAICA MEETING - MIAMI

Mignott and Crooks attended the Air Jamaica Marketing Meeting in Miami.

APRIL 05

TRAVEL STAR INTERNATIONAL

Mignott and Crooks met with Anthony Correa to discuss Charter Program to Jamaica. Correa will use scheduled carriers for his Summer program but has plans to put on his own plane this Winter.

YOUNG AND RUBICAM

Mignott met with Ed Daley to review advertising strategy for the region, particularly as it related to Co-op Advertising.

APRIL 06

AMERICAN AIRLINES

Mignott met with Michael Youngman to formulate plans for a Co-op Advertising program. It was agreed that American will match JTB funds and absorb production costs.

APRIL 07

TRAVEL STAR INTERNATIONAL

Mignott again met with Anthony Correa on his Jamaica program.

APRIL 07

ARTHUR FROMMER HOLIDAYS

Mignott met with Connie Sykes. Frommer's Company has been purchased by the First Family of Travel and will operate as Arthur Frommer Holidays. They are experiencing difficulty obtaining rooms in Jamaica because of outstanding debt from the old company - Arthur Frommer International. This year they will not operate Charters but will act as tour operators.

APRIL 13

CONSUL GENERAL BRUCE

Mignott met with the Consul General to update him on tourism activities in the Region.

APRIL 14

ERIKA TOURS

Mignott met with Joseph Weinribe. Discussions were held on a Co-op advertising campaign. Agreement was reached to launch a \$8,000 program in the New England area.

APRIL 16

SANDALS

Mignott met with Butch Stewart. Plans were made for a JTB/Sandals promotion in the Fall.

HEDONISM II

Mignott met with Tony Ferarra to finalize plans for Regine's reception.

APRIL 20

LEISURE PACKAGES

Mignott met with Jack Lavin. Discussions were held on a Co-op advertising program. This will run in the Spring and Fall with a total expenditure of \$5,000.00.

APRIL 21

TOWNE TOURS

Mignott met with Carmen Celenza. Towne Tours will run a co-op advertising program for \$10,000.00 in the Philadelphia market.

APRIL 26

SATURDAY REVIEW

Mignott met with Bette Popper.

TRAVEL IMPRESSIONS

Mignott met with Ira Theodore to discuss their Charter Program to Jamaica. At this time they plan to share an Arrow DC 8 with 188 seat capacity. Departures will be on Saturdays out of JFK.

APRIL 27

KIWANIS CLUB

Bronstorph met with the Bronx Chapter of the Kiwanis Club to discuss visit of Kiwanians to Jamaica.

APRIL 28

CARIBBEAN HOLIDAYS

Mignott met with Virginia Pratt. Discussions were held on the possibility of a joint JTB/Caribbean Holidays seminar for agents in the Philadelphia area.

APRIL 30

ARTHUR FROMMER

Mignott again met with Connie Sykes. The company continues to have difficulty obtaining rooms in Jamaica because of outstanding debts.

LIBERTY TRAVEL

Mignott met with Steve Heydt. Preliminary discussions were held on a co-op advertising program and joint promotions.

MAY 03

PUBLIC RELATIONS MEETING

Mignott represented the Overseas offices at the Public Relations meeting in Kingston. The role of the department as it relates to promotions were discussed.

MAY 04

MINISTRY OF TOURISM

Mignott met with Barbara Parkin to further discuss possibility of exhibition of KAPO's art.

AIR JAMAICA

Mignott joined the Director for a meeting with Mr. Canute Larsen and Mr. Noel Hylton of Air Jamaica. Joint Regional activities were discussed including tagging of JTB advertising with a package price. This was done for the first time last Winter in this region and the response has been excellent.

MAY 05

KAPO

Mignott and Barbara Parkin met with KAPO to finalize arrangements for his trip to New York and an exhibit of his work.

MAY 06

JTB ADVERTISING CAMPAIGN

Mignott joined H.M.T. Anthony Abrahams to view the new advertising campaign.

MAY 06

REGIONAL ACTIVITIES

Mignott met with the Director of Tourism to update him on marketing activities in the North-East.

MAY 10

AMERICAN AIRLINES

Mignott met with outgoing V.P., Caribbean Sales, Michael Youngman and his replacement, Steve Hicks. Current JTB/AA programs were discussed.

MAY 11

SHAW PARK BEACH HOTEL

Mignott met with Hugh Maitland Walker. Arrangements were made for him to call on Wholesalers.

MAY 12

MUTUAL LIFE GALLERY

Mignott met with Pat Ramsey. Discussions were held on possibility of exhibit of Jamaican Art in the North-East.

EMT ADVERTISING

Mignott met with Evol Graham to discuss current JTB advertising campaign. Graham was referred to us by the Prime Minister's office.

MAY 16

TOUR TREC

Mignott met with Pat Truzzo and Jim Shwartz on Co-op advertising payment due since the last Fiscal year. Arrangements have been made for the General Manager's office to settle the bill.

MAY 18

DIRECTOR OF TOURISM/DEPUTY DIRECTOR

Mignott met with both the Director and the Deputy Director on marketing activities.

MAY 20

KEATS INCENTIVE TRAVEL

Mignott met with John Keats to further discuss his Jamaica program. It has been decided that he will print his own brochure with color separations provided by Young and Rubicam and a part of this cost will be absorbed by Jamaica Tourist Board.

MAY 21

SUNBURST HOLIDAYS

Mignott met with George Patsalas to review co-op advertising placements and Reggae Sunsplash promotions.

MAY 23

EASTERN AIRLINES

Mignott met with Wilson Figueroa to discuss Eastern's service from the region and the connections with the Air Bus from Miami to Montego Bay. Special emphasis will be placed on the Hartford/Miami/Montego Bay route. We will tag our Hartford advertising with their airfare and Eastern will in turn offer an incentive to travel agents that sell Jamaica. Details are yet to be finalized.

MAY 26

AMERICAN OVERSEAS AIRWAYS

Mignott met with Rosanna Beaumont, V.P., and Mr. Bob Tire, President of American Overseas. The airline previously operated as Guy America with most of its service from North America to Guyana. They are expanding routes and the first phase is to offer service from Newark to Montego Bay. Arrangements will be made for meetings with the Director of Tourism, the President of Air Jamaica and officials from the Airport Authority. Charter Operators, GWV and Travel Impressions have agreed to share an allotment of 94 seats.

MAY 27

RUDER, FINN AND ROTMAN

Mignott met with Byron Reimus and Carolyn Mulligan to review Public Relations activities and formulate strategy for Summer months.

MAY 30

KETCHUM, MCLEOD AND GROVE

Mignott met with Dinaz Boga to review Co-op Advertising schedule between Air Jamaica and the Tourist Board.

JUNE 02

AIR JAMAICA

Mignott met with Knut Larsen, Acting V.P., Air Jamaica. Discussions were held on the service from Europe and the role of the Tourist Board in promoting same. Details have been referred to the General Manager and Deputy Director.

JUNE 03

AIR JAMAICA

Mignott met with Bob Hartman, Acting RSM, Baltimore, to review Air Jamaica/Jamaica Tourist Board Co-op Advertising. Discussions were held on possible introduction of a lower promotional fare from the Philadelphia/Baltimore gateways. Hartman will submit the request to Air Jamaica's head office.

JUNE 15-16

FRIENDSHIP FARM/WHOLESALERS

Bronstorff accompanied Mr. S. Owen and Mr. J. Watkins of Friendship Farms to meetings with Ossie Bartlett, Pat Gallagher, Z. Ramery, George Patsalas, Wendell Carby and Orosy Rusynko to introduce Friendship Farms and its principals to the Wholesalers.

JUNE 18

GO-GO TOURS

Mignott met with Lance Leibowitz, V.P., Marketing, to finalize arrangements for our Co-op Advertising program. This will cover both the New York and Philadelphia markets. Plans include overprint of JTB poster with Liberty/Jamaica package price.

TRADE PROMOTIONS

JANUARY 25 - 29

JM/JTB BLITZ - BALTIMORE/WASHINGTON

The Tourist Board's sales team joined Air Jamaica and Hoteliers in a Blitz to launch the new air service. Over the five day period some 200 travel agencies were visited.

JANUARY 28

JM/JTB TRAVEL AGENTS RECEPTION

Approximately 150 agents joined us at the launching of the new Montego Bay service. The Agents' incentive, the Blockbuster Bonus, was announced followed by Air Jamaica's fashion show and music.

FEBRUARY 02

JERSEY T.I.P.S.

Marcella Martinez delivered the main address at the monthly meeting. There were approximately 250 agents in attendance. The North-East promotion - Blockbuster Bonus was announced along with other collateral material which has been specially created to help agents in the area sell Jamaica. Sales kits were distributed to the agents and at the end of the sales presentation, the Ron Roach Dance Troupe performed.

FEBRUARY 09 - 12

CARIBBEAN HOLIDAYS/JAMAICA HILL/JTB

The Tourist Board joined Caribbean Holidays to promote Jamaica Hill at 5 receptions in the North-East. John Keller represented Caribbean Holidays while Herb Miller spoke on behalf of Jamaica Hill. Afterwards the agents viewed a slide presentation on the property. Bronstorff spoke on behalf of the Jamaica Tourist Board. The dates and venues were as follows:

February 09	-	Tarrytown, New York
February 09	-	Manhattan, New York
February 10	-	Clark, New Jersey
February 11	-	Eisenhower Park, L.I.
February 12	-	Rochester, New York

FEBRUARY 25

JTB RECEPTION - NEW APPOINTMENTS

Approximately 100 persons from the Travel Industry attended a reception at the Tourist Board to re-introduce Marcella Martinez in her new capacity as Special Advisor to the Chairman. The Director of Tourism announced in addition the appointments of John Lynch as Deputy Director and George deMercado as General Manager.

MARCH 05 - 07

TRAVEL AGE EAST/SOUTHEAST CONFERENCE:
JAMAICA BREAKFAST

This office with JTB, Miami and Air Jamaica, shared cost on the 3 day Trade Show in Manhattan. A highlight of the conference was the Jamaica Breakfast where Marcella Martinez delivered the main address. In addition, Charles Handal (HTB, Miami) spoke of increases from his region while the Northeast reminded the agents of the ongoing Blockbuster Bonus program. Approximately 125 agents attended.

MARCH 17

HMT ANTHONY ABRAHAMS/TRAVEL TRADE

The Board hosted a luncheon for the Minister to meet with Airline Executives, Wholesalers and Tour Operators. Twenty-two persons attended and were appraised of tourism developments and ongoing programs.

MARCH 16 - 21

HMT ANTHONY ABRAHAMS

Ministers visit included interviews with:

- o Associated Press
- o Reuters News Service
- o Pan Am Clipper
- o Fortune Magazine
- o Signature Magazine
- o Journal of Commerce
- o Time
- o The Boston Globe
- o The Christian Science Monitor

He also had two radio interviews in Boston - WRKO-AM and WILD-AM, and a press conference in Boston with the Travel Trade Publications.

MARCH 01 - APRIL 30

BLOCKBUSTER BONUS

The Blockbuster Program created an incentive for Consumers and Travel Agents to strongly promote Jamaica as a vacation destination during the slow periods of March 01 to April 08, and April 19-30. Funding came from the existing budget earmarked for television advertising and mobilized these funds into multiple advertising exposure. It also created goodwill towards Jamaica. Elements of the Blockbuster Program were:

- (1) Newspaper Ads
- (2) Posters
- (3) Table Tents
- (4) Entry Form
- (5) Bonus Form
- (6) Prizes

(1) Newspaper Ads:

Newspaper ads announced attractive package price plus the "Make It Jamaica. Again." Sweepstakes.

- o Consumer visits travel agency to obtain sweepstake entry form.
- o The Travel Agent is prepared to sell a package the consumer already knows about through the newspaper advertising and the in-store poster.
- o Awareness of Jamaica as a destination is heightened through the combined experience of the sweepstakes, agency visit and advertised package.

Cost of the Newspaper Ads are as follows:

<u>Newspaper</u>	<u># Insertions</u>	<u>Cost</u>
New York Times	6	\$ 42,762.00
Boston Globe	6	\$ 23,922.00
Philadelphia Enquirer	6	\$ 25,410.00
Pittsburgh Press	3	\$ 10,983.00
Washington Post	3	\$ 26,334.00
Baltimore Sun	3	\$ 10,152.00
Hartford Courant	3	\$ 3,789.00
TOTAL COST		<u>\$143,352.00</u>

CONT'D

MARCH 01 - APRIL 30

BLOCKBUSTER BONUS

(6) Prizes:

Five winners receive two round trip airplane tickets to Jamaica and 8 days/ 7 nights accommodation each. Also, the Owner/Manager of the top 25 producing agencies gets a T.V.

- o Increases goodwill to Jamaica from consumers and travel agents.
- o Free trip increases likelihood of memorable experience and return visits.

RESULTS OF THE PROGRAM:

7,500 entries were received for the consumer sweepstakes. Young and Rubicam advised that of every hundred people that read about a sweepstake, only 5% actually enter. We therefore conclude that at least 150,000 people read and were informed about Jamaica via the sweepstakes.

Completed Blockbuster entries totalled 180, accounting for 2,750 (180 x 15) trips, a 15% estimated response rate for travel agents who did not sell 15 Jamaica vacations yields 15% of 8,000 notified agents of 900 agents. Averaging their sales at 7 trips each yields 6,300 trips more. Blockbuster activity therefore achieved at least 8,400 trips in total.

MARCH 17 - 21

ASTA EASTERN REGIONAL CONFERENCE

The Tourist Board and Air Jamaica shared cost on a booth and hosted a Breakfast for the 300 agents that registered. Attendance at the trade show was poor but the breakfast provided us with the opportunity to reach the agents. H.M.T. Anthony Abrahams delivered the main address and received a standing ovation. The room was decorated with tropical flowers while taped Jamaican music played in the background. A rear screen slide presentation on Jamaica's beauty spots punctuated the soft sell approach.

MARCH 18 - 26

CARIBBEAN TOURISM ASSOCIATION TRADE SHOW

The Tourist Board and Air Jamaica shared cost to participate in the 5 city trade show in the North-East. We were joined by Hoteliers from Jamaica. Travel Agent's attendance continued to increase. In a welcome contrast to other shows, the agents expressed specific interest in the Caribbean. Since response from our Hoteliers has been enthusiastic we plan to take two booths this Fall. Dates, venues and attendance were as follows:

March 18	Philadelphia	350
March 22	Long Island	505
March 23	Stamford	276
March 24	Paramus	405
March 25	Manhattan	391

MARCH 23

WOMEN IN TRAVEL/BON VIVANTS:ALBANY

Approximately 125 agents attended the Jamaica Evening hosted by our office. Our presentation included the showing of the film, YOU'RE A PERSON FIRST IN JAMAICA and an update on current developments in the tourism sector. Agents were reminded of the current Blockbuster Bonus program, and the United States/Jamaica Tax Treaty.

WESTCHESTER ASSOCIATION OF TRAVEL AGENTS

The Tourist Board with Air Jamaica hosted the March meeting for some 80 Westchester Travel Agents. Noel Mignott give the main address stressing the Blockbuster Bonus incentive and our collateral material - THE EASIEST PLACE TO SELL; TELL YOUR FRIENDS WHAT THEY'RE SAYING; Winter Travel increases and Summer programs were also highlighted.

MARCH 24

ASSOCIATED TRAVEL

We joined with Air Jamaica to conduct a Seminar for their 300 travel agents. Rutty and Dawn Newman, JTB, Kingston, represented the Board.

MARCH 26

CARIBBEAN TOURISM ASSOCIATION STATE BALL

CTA activities which included their Heads of Tourism meetings culminated in the Annual Government State Ball. The Jamaica Delegation was headed by the Hon. Dr. H. Marco Brown and Director of Tourism, Mr. John Gentles.

APRIL 12

AIR JAMAICA RESERVATION CENTER

Bronstorff provided staff with interline brochures, general information on Jamaica and an update of the tourism product in an all day seminar.

APRIL 14

EASTERN AIRLINES RESERVATION CENTER

The Reservation staff were updated on Jamaica's tourism while our film - YOU'RE A PERSON, ran continuously during the all day seminar. Coffee was provided along with general information and interline brochures.

APRIL 17

HEDONISM II/JTB/LIBERTY TRAVEL

The Tourist Board joined Hedonism II to host a reception at Regines in Manhattan for some 200 Liberty Agents and their spouses. The evening was billed as a 'Thank You' to Liberty Agents for their production to Hedonism II.

APRIL 19 - 23

NORTH-EAST SALES BLITZ

Joined by a team of eleven hoteliers, Air Jamaica, Eastern Airlines, American Airlines and our Wholesalers, the Board blitzed the five major cities in the North-East. With Director of Tourism John Gentles and General Manager, George deMercado as guest speakers, we had audio/visual presentations for some 1,200 agents over the week.

CONT'D

APRIL 19 - 23

NORTH-EAST SALES BLITZ

Meeting rooms were decorated with Jamaica themes and give-a-ways included flowers, balloons and fruit baskets. Selling tools specially devised for agents in the Northeast were distributed along with brochures from Wholesalers, Tour and Charter Operators.

April 19	-	Hartford
April 20	-	New Jersey
April 21	-	Philadelphia
April 22	-	Manhattan
April 23	-	Washington

APRIL 19 - MAY 04

HENRY DAVIS TRADE SHOW

We continue to share cost with Air Jamaica for a booth at the Trade Show. Some suppliers continue to question the merit of participation but the show still attracts thousands of agents. At the very least, it provides the opportunity for brochure distribution. An attendance of 11,000 agents represents strong media potential. Moreover, we have the opportunity to reach agents that do not attend CTA. The dates and venues were as follows:

April 19	-	Westchester
April 20	-	Long Island
April 26	-	Philadelphia
May 03	-	Boston
May 04	-	Hartford

MAY 12

TRAVEL AGENTS OF SUFFOLK COUNTY

Some 60 agents at the monthly meeting of Travel Agents of Suffolk County viewed an audio visual show on Jamaica. The evening's presentation included questions and answers and distribution of collateral material.

MAY 13

WATERBURY CHRONICLE: JAMAICA EVENING

For the fourth year the Travel Department of the Waterbury Chronicle Newspaper hosted a Jamaica Evening. Some 40 travel agents attended and were shown an audio visual presentation on Jamaica.

JUNE 07 - 11

GO-GO TOURS SEMINAR

The Tourist Board was represented by Valrie Williams at a Seminar at Sea for some 200 Travel Agents. Our presentation included showing of the JTB/AA Film and question and answer session. Williams has since written letters to agents in attendance and sent a supply of brochures.

JUNE 15

BON VIVANTS JAMAICA CRUISE: MANHATTAN

The Tourist Board/Air Jamaica annual boat cruise around Manhattan has become a major event for agents in the Summer. This year approximately 300 attended at a cost of \$18.00 per person and there was a wait list of over 100 agents that could not be accommodated. Air Jamaica provided music while JTB provided red stripe beer. The boat was decorated with Jamaica posters. The event capitalizes on a soft-sell atmosphere to create a tremendous amount of goodwill for Jamaica.

JUNE 22

BON VIVANTS: BUFFALO, NEW YORK

Approximately 90 travel agents attended the monthly meeting. Stephenson represented the Board and reported a favorable response to Jamaica. Presently, agents send a number of their clients through Toronto but working with American Airlines we are in the process of identifying a Tour Operator for this area.

JUNE 10

AMERICAN AIRLINES RESERVATION CENTER

A Caribbean Day coordinated by American Airlines for their staff was held at the Hartford Reservation Center. Approximately 400 American Airlines employees visited the Jamaica Desk at the reception.

CONSUMER PROMOTIONS

JANUARY 03

BLUE RIBBON TOURS

Jamaica was the theme for the opening of Blue Ribbon's new agency. Approximately 400 persons were entertained with Jamaican food and music along with a showing of our film - YOU'RE A PERSON FIRST.

JANUARY 18

JM/JTB WASHINGTON PRESS CONFERENCE

The Tourist Board and Air Jamaica co-hosted a Press Conference to announce direct Air Jamaica service from Baltimore's Washington International Airport to Montego Bay. His Excellency Ambassador Keith Johnson was the guest speaker. Will Rodgers represented Air Jamaica and Noel Mignott represented the Tourist Board. Approximately 20 members of the press attended.

JANUARY 26

JM/JTB JAMAICA COMMUNITY RECEPTION

We entertained approximately 200 persons from the Jamaican Community to launch the Baltimore/Montego Bay service. The evenings program included music and a fashion show.

FEBRUARY 06 - 07

COLONIE HILL BRIDAL SHOW (LONG ISLAND)

The show attracted approximately 1,500 persons over the two days. The Jamaica Booth provided general information and a Honeymoon Package in conjunction with Coast to Coast Travel.

FEBRUARY 07

ATLAS TRAVEL JAMAICA EVENING

Approximately 200 persons attended a reception to promote a Singles week at the Ocho Rios Inter-Continental during Memorial Day period. The room was decorated with Jamaica posters and slides were shown continuously. Bronstorff represented the Board. Collateral material and rum punch were provided.

FEBRUARY 15 - MARCH 13

RICES NACHMANS

Eastern Airlines joined us for a Jamaica promotion in the eight Rices Nachmans department stores. The stores participation included:

- o Sixty newspaper ads in four newspapers at a cost of \$35,000.00.
- o 55 television spots at a cost of \$6,000.00.
- o 80 radio spots at a cost of \$2,000.00.
- o 54 display windows throughout the stores decorated with Jamaican theme.
- o Jamaica Travel Booths decorated with posters and craft items in each of their eight stores.
- o Taped Jamaican music including our advertising theme song played continuously.
- o Jamaican flags, banners and posters were used to decorate the interior of the stores.
- o Appearances of Jamaican Chef, Straw Weaver and Artist.
- o Jamaican Menu Cover for restaurants.
- o Coffee and fruit drink tasting in each store.

FEBRUARY 15

The Mayor of Norfolk declared Monday, February 15, Jamaica Day. Marcella Martinez represented the Board, met with Mayor Vincent Thomas and was interviewed on the television show 'Morning Connection'.

FEBRUARY 23

The entire sales staff in the eight Rices Nachmans department stores dressed in 'Jamaican attire'.

Pearl Smith appeared on 'Morning Connection' to promote Jamaica in Norfolk.

FEBRUARY 26-27

Jamaican dance troupe performed at three of the Rices Nachmans stores.

MARCH 03 - 13

Jamaican artisans appeared in the eight department stores.

FEBRUARY 23

NEW JERSEY LIONS CLUB

Marcella Martinez delivered the main address at the monthly meeting to some 500 members of the Lions Club. She was joined on the dais by the Mayor of Bayonne and made a presentation to him on behalf of Jamaica. The evenings event was covered by local press. At the end of the presentation the Ron Roach Dance Troupe entertained.

FEBRUARY 27

RICES NACHMAN/NORFOLK ACADEMY OF MEDICINE:
JAMAICA EVENING

Jamaica was the theme for an evening of music, fashion and dance at the Norfolk Academy of Medicine Fund-Raising Ball in Norfolk, Virginia. Approximately 1,000 persons attended the \$60.00 per plate Dinner and were entertained with fashion and dance from Jamaica.

FEBRUARY 18 - MARCH 18

WBLS-FM/RCA RECORDS:SKYY RECORDING GROUP

Airtime was given for a full month on WBLS as part of a joint promotion with WBLS/RCA Records and Jamaica Tourist Board. This included placement of Jamaica posters and a specially created poster SKYLINE IN JAMAICA which identified Air Jamaica, Sandals and the Tourist Board as sponsors. An estimated six million persons were reached on this promotion.

FEBRUARY 19

AIR JAMAICA:BALTIMORE/WASHINGTON SERVICE

The Tourist Board and Air Jamaica co-hosted a Champagne Breakfast at the BWI Airport for the Inauguration of the Air Jamaica service from Washington/Baltimore to Montego Bay. His Excellency Ambassador Keith Johnson, the Mayor of Baltimore, and Dr. Timothy Jacobs representing the Governor of Maryland headed the Dignitaries, with some 80 persons from civic groups. The Jamaican Community and press in attendance.

MARCH 01 - 31

WKYS/NBC WASHINGTON

The Board and Tour Operator, Great Vacations, conducted a four week radio promotion in Washington, D.C.

MARCH 01 - 19

WILD RADIO/AIR FLORIDA

Working with Air Florida, Jamaica was heavily promoted to the 400,000 listeners of WILD in Boston. This included newspaper advertising with the lines: WILD's Sensational Summer Has Begun. WHY NOT MAKE IT JAMAICA. AGAIN.

MARCH 13 - 14

VACATION AND TRAVEL SHOW: NORFOLK

Working with show promoter C.I. Travel, Jamaica took a double booth displaying craft items, general information and a specially created Eastern Airlines Jamaica package. Approximately 6,000 persons attended.

MARCH 21

AMERICAN EXPRESS - BOSTON

Elaine Stephenson represented the Board at a mini trade show sponsored by American Express. Approximately 30 agents and 600 consumers attended.

MARCH 30

YORK COLLEGE

Frank Bronstorph gave presentation to 35 students who will visit Jamaica in August.

APRIL 06

EASTERN AIRLINES TRADE FAIR - PITTSBURGH

Over 1,000 agents were in attendance. Our Jamaica booth was flanked by Royal Travel and Caribbean Holidays. The response to Jamaica was excellent particularly for Royal's Charter Program. Bronstorph represented the Board.

APRIL 27

KIWANIS PRESENTATION (BRONX CHAPTER)

The Kiwanis Club of Ocho Rios led by Dr. Ozzie Tomlinson, Custos of St. Mary, Sir Cyril Henriques and Mr. John Marsh (JTB, Ocho Rios) were luncheon guests at the Kiwanis Bronx Chapter. The purpose of the visit is to promote an inter-club exchange between American and Jamaican Kiwanians which will occur in Fall 1982.

APRIL 28

BOSTON GREATER CHAMBER OF COMMERCE

The Regional office and the Groups and Convention Department co-hosted a reception at H.E. Ambassador Keith Johnson's residence for 30 members of the Chamber and their spouses. A group of 300 are expected to visit Jamaica in 1983.

MAY 06

UNITED NATIONS

Some 200 persons attended a Jamaica Seminar which included film showing and presentation of a Jamaica Vacation Package. Bronstorph, Stephenson and Deeble represented the Board.

MAY 10

TRAVEL GUIDE SINGLES PROMOTION

Advertised in local publications, vacations at Sandals and Hedonism II were heavily publicized before the audience of 150 persons at this Philadelphia promotion. Bronstorph represented the Board.

MAY 15

WINDOWS OF THE WORLD TRAVEL

The Board with Air Jamaica joined Windows of the World on a Jamaica promotion that included Co-op Advertising.

MAY 19

KAPO

A host of art critics, trade and consumer press joined the Minister of Tourism, Hon. Anthony Abrahams, and Director John Gentles for a celebration in honor of Kapo. Under this cultural exchange billing, the American Artist, Mr. Fredrick Brown, will visit Jamaica at the end of May. Kapo's exhibit was shown in Brown's Loft which was decorated with flowing white banners and mirrored walls forming a backdrop for Kapo's colourful depictions of Jamaica. A poster was created for the opening and given as a souvenir to the 300 persons in attendance. The event was sponsored by our office, Air Jamaica and Rose Hall Intercontinental Hotel.

JUNE 11

UNITED NATIONS SINGERS

A reception was held for the Internationally acclaimed U.N. Singers. The group visits Jamaica later this month and will perform in Kingston.

JUNE 27

SPARKLE LIMITED

A presentation was given to 75 employees of Sparkle who are members of a group of 100 that will visit Jamaica late July. This included a film show, question and answer session, distribution of general information brochures and a cocktail reception hosted by the company.

Sept 1981 - Dec 31, 1981

MEETINGS

SEPTEMBER 01

JERSEY T.I.P.S.

Mignott and Crooks attended the monthly meeting. Approximately 300 agents were in attendance. Contact was made with the Program Committee and it is hoped that Jamaica will be slated to host one of their meetings.

SEPTEMBER 01

PORT AUTHORITY BUS TERMINAL

Mignott met with Debra Smith, Promotions Manager for Port Authority. We are examining the possibility of having Jamaica posters decorate the terminal along with taped music.

SEPTEMBER 01

FALL PROMOTIONS - 1981

Mignott met with Lon Scanlan (R.S.M. - Air Jamaica), Carolyn Mulligan and Byron Reimus (Ruder and Finn). The objective was to review Trade Promotions and determine where specific publicity is needed.

SEPTEMBER 02

FALL BLITZ '81

Mignott met with Banquet Managers at the Plaza, the Waldorf Astoria, the Palace and the Grand Hyatt, to examine meeting rooms and negotiate rates for the Fall Promotion.

SEPTEMBER 04

RUDER AND FINN

Mignott met with Carolyn Mulligan on Trade Release.

SEPTEMBER 04

INNER CITY BROADCASTING

Mignott met with Pierre Sutton, Vice President, and Ken Williams, Programs Manager.

SEPTEMBER 04

DIRECTOR OF TOURISM

Mignott met the Director at the airport.

SEPTEMBER 05

BLUE MOUNTAIN RALLY

Mignott accompanied the Director to a meeting with David Ash and Martha Hooper, promoters of the event. They were told that although they could have the endorsement of the Board, we could not offer any financial assistance.

SEPTEMBER 08

PORT AUTHORITY BUS TERMINAL

Mignott, Crooks and Chumfong accompanied by Carolyn Mulligan (Ruder and Finn), attended a meeting with executives of Port Authority to further explore the possibilities of a Jamaica promotion. Unfortunately, the terminal is not as close to completing renovations as we were led to believe. The JTB team decided that we could not do a promotion until the terminal was finished hence the project has been indefinitely postponed.

SEPTEMBER 16

A.N.T.O.R.

Mignott and Crooks attended monthly meeting.

SEPTEMBER 17

RUNAWAY BAY HOTEL

Mignott and Stephenson met with Erika Bol. She appraised us of refurbishing plans for the property and took with her a copy of our promotional activities for the Fall. A representative from her sales team will join us on the Blitz.

SEPTEMBER 17

DRAGON BAY

Mignott met with Richard Squires of Dragon Bay. It is most likely that the hotel is to be leased to foreign investors. We will be advised.

SEPTEMBER 17

PLANTATION INN

Mignott and Crooks met with Rudi Schonbien of Plantation Inn. He provided us with a supply of his new brochures and updated us on changes at the hotel. This included the appointment of Dick Cole as Resident Manager.

SEPTEMBER 17

ARTHUR FROMMER

Mignott, Lionel Reid and Peter Trench (JAMVAC) met with Frommer to discuss current status of his charters and the possibility of JAMVAC assistance.

SEPTEMBER 17

SENATOR AND MRS. THOMAS TAVARES FINSON

Mignott and Crooks dined with the Finsons.

SEPTEMBER 18

DIRECTOR OF TOURISM

Mignott met the Director on arrival in New York. He attended briefly, an Air Jamaica reception in their lounge at JFK.

SEPTEMBER 18

DIRECTOR/YOUNG AND RUBICAM

Mignott and Crooks accompanied the Director to a meeting with Gordon Griffiths (Y&R) to examine slides for new brochures.

SEPTEMBER 18

WAINWRIGHT TRAVEL, BETHELEM, PA.

Bronstorph accompanied Lionel Reid, Chairman, JAMVAC, and Peter Trench (JAMVAC) to meet with Tom Wainwright. Discussions were held on JAMVAC's support, their problems with Air Jamaica's Philadelphia office and, in particular, protecting their clients on Air Jamaica if the charter did not operate. At this time the problem has been rectified.

SEPTEMBER 24

MINISTER OF STATE - DR. MARCO BROWN

Mignott met the Minister and party at JFK.

SEPTEMBER 25

DIRECTOR OF PUBLIC RELATIONS

Mignott met with Mrs. Perkins to discuss Regional P.R. activities. The meeting also included taping of an interview to be aired on Jamaica radio.

SEPTEMBER 25

KEATS TRAVEL INCENTIVE

Crooks met with John Keats to discuss possibility of group movements to Jamaica.

SEPTEMBER 28

UNITED TRAVEL SERVICE

Crooks and Mignott met with Norman Yerman to discuss possibility of group movements to Jamaica.

SEPTEMBER 28

SEPTEMBER 29

OCTOBER 05

OCTOBER 09

OCTOBER 13

AMERICAN AIRLINES

Mignott and Crooks met with Michael Youngman.

LIFE MAGAZINE

Mignott, Elaine and Wilmot Perkins met with Byron Reimus to discuss implications of Life story and JTB response. It was arranged for Perkins to meet with editorial staff at LIFE.

RICES NACHMANS DEPARTMENT STORE PROMOTION

Crooks and Mignott, joined by Al Chioda of Ruder and Finn, met with Edward Magourney, President, Rices Nachmans, and his sales team - Pearl Smith, Director of Public Relations, Stanley Hoffman, Sales and Promotions Manager. We discussed the possibility of a Jamaica promotion, which, although it would not be on the scale of a Jamaica Week, would give us considerable publicity. More important is that most of the cost will be absorbed by the store. The event is slated from Mid-February thru Mid-March, 1982. This office worked with the store previously on a caribbean venture coordinated by C.T.A., which was very successful.

RUDER AND FINN

Crooks, Bronstorph and Mignott met with Carolyn Mulligan (Ruder and Finn) to review objectives for the month of October.

JAMVAC MEETINGS

Travel Committee	-	Al Hurin
Century 21	-	Bob Nay
Caribbean Tours & Cruises	-	Frank Barnes
Travel Star International	-	Tony Correa

Crooks set up meetings and was accompanied by Peter Trench. The objective was to discuss possibility of a Public Charter or seat allotment on Air Florida. With the exception of Correa, the consensus was to take allotments with Air Florida. Nonetheless, there is still the possibility of Air Jamaica service out of Baltimore/Washington airport.

OCTOBER 16

RCA RECORDS RADIO PROMOTION

Mignott met with Basil Marshall to discuss the possibility of a Record Promotion with a trip to Jamaica as the main prize. This would include displays in record stores and newspaper advertising promoting the contest. It is scheduled for January, 1982. Ruder and Finn have been appraised and Carolyn Mulligan will follow up accordingly.

OCTOBER 19

VALUE VACATIONS/SANDALS/CALVIN KLIEN

A meeting was held at the Tourist Board with representatives of Ruder and Finn and Ketchum McLeod and Air Jamaica. The purpose was to finalize plans on a joint promotion for both trade and consumer.

TRADE:

Whenever an agent books a couple to Sandals the agent receives a pair of Calvin Klein Jeans free.

CONSUMER:

The Calvin Kliens Jeans Department in the Bloomingdales Store chain will offer customers a chance to win a trip for two to Sandals, Air tickets courtesy of Air Jamaica. Twelve vacations for two (a total of 24) will be the prize - one trip for two in each Bloomingdales store. Each store will also feature a window display on Jamaica, posters in the jeans department and details of the contest in their newspaper advertising.

OCTOBER 20

DR. GERHARD VON HAUNSCHILD
RUDER AND FINN/YOUNG AND RUBICAM

Mignott, Crooks, Stephenson and Willis attended a joint meeting with Ruder and Finn and Young and Rubicam to appraise Dr. Von Haunschild of their Public Relations and Advertising plans. Omri Evans from Ministry of Tourism was also in attendance.

OCTOBER 20

TRAVEL WRITERS LUNCHEON/RUDER AND FINN

Mignott and Crooks hosted a luncheon for Dr. Von Haunschild to meet with Key Travel Writers from the region. The reception was coordinated by Ruder and Finn.

OCTOBER 22-25

JTB MARKETING MEETING, TRELAUNY BEACH CLUB

Mignott and Crooks attended meeting at Trelawny. Discussions were held on trends in the market and quota's for next Summer.

NOVEMBER 10

SAM CRISPIN ASSOCIATES

Mignott and Crooks met with Bob Nieman to discuss possible use of collateral they created for Jamaica Resort Hotels.

NOVEMBER 11

CARIBUSTA CONFERENCE

Mignott met with Pat Ryan and Linda Burks. The ladies will be co-chairing the conference at Noel Coward's house 'Firefly'. Their goal is to establish an artist in residence program. With the P.R. department in Kingston, we co-sponsored an Evening at Dunns river Feast for the conventioners.

NOVEMBER 16

RUDER AND FINN

Stephenson, Crooks, Mignott, Mulligan met to review and to discuss the activities for November.

NOVEMBER 16

GUINNES BOOK OF WORLD RECORDS

Mignott and Crooks met with Jim Seepes, President of their tour department. The Guinness Book has a syndicated television show hosted by David Frost and Seepes is putting together travel packages in conjunction with the World Record events.

NOVEMBER 17

EAST WEST HOLIDAYS

Crooks met with Mr. Michael Hening and Mr. Robert Eastman to discuss possibility of new tour programs to Jamaica in the Summer.

NOVEMBER 18

ROSE HALL INTERCONTINENTAL

Crooks met with Jim Dichara. The Board was provided with leads on agencies that move groups to the Inter-Continental.

NOVEMBER 18

SANDALS/CARLYLE HOTELS

Mignott and Crooks met Butch Stewart, Owner of the properties and Sales Manager Jean Jutan. Discussions were held on joint promotions between the Jamaica Tourist Board and Sandals including the Calvin Klien promotion.

NOVEMBER 19

COUPLES/HEDONISM II

Mignott met with John Issa to discuss in particular the new concept at Hedonism II and the present state of the market. This office made appointments for him to see key producers and wholesalers. Bronstorpe accompanied him on sales calls.

NOVEMBER 20

SAGE ALLEN/HARTFORD - SALUTE TO JAMAICA

Mignott and Stephenson met with executives of Sage Allen to finalize their participation in Salute to Jamaica. Unfortunately, budgetary constraints has caused Sage Allen to renege in their commitment and they have written us accordingly. We are presently formulating promotions to replace the Salutes to Jamaica.

NOVEMBER 20

A.T. HENDERSON AND COMPANY

Crooks met with Drew Anderson to discuss group movements to Jamaica in Fall of '82.

NOVEMBER 20

AIR JAMAICA/PHILADELPHIA - KETCHUM MCLEOD

Crooks met with John Martinelli, R.S.M., and Bob Hartman of Air Jamaica, Philadelphia, and Dinaz Boga, Ketchum McLeod, to discuss a joint promotion in the Baltimore/Washington area, highlighting Air Jamaica's new services out of the area.

NOVEMBER 20

CARIBBEAN TOURISM ASSOCIATION

Crooks attended CTA's Government Tourist Board meeting to discuss the slate of Directors for 1982.

NOVEMBER 23

SAN SOUCI

Mignott and Crooks met with Yvonne Scott, General Manager, San Souci and Stu Sharpe.

NOVEMBER 24

JAMAICA HILTON/JM/KMG/DAILY NEWS

Crooks met with representatives of Jamaica Hilton, Air Jamaica, Ketchum McLeod and the Daily News at the Daily News Building to examine possibility of a joint promotion on Jamaica, utilising window space at the Daily News Building in Midtown Manhattan.

NOVEMBER 30

RICES NACHMANS PROMOTION MEETING

Mignott, Crooks, Martinez and Mulligan (R&F) met with Pearl Smith.

DECEMBER 01

BOSTON BLITZ

Crooks met with representatives of:

- International Weekends
- GWV
- Caribbean Holidays
- Flyfaire
- Globetrotters
- Raymond and Witcomb

DECEMBER 03

AIR JAMAICA RESERVATIONS

Mignott met with Frank Carter to discuss group bookings. We have established a system in which all confirmation on group bookings will be copied to our office so proper follow-up can occur.

DECEMBER 10

SPORT GREATS CHALLENGE CUP

Crooks met with representatives of Air Jamaica, Ruder and Finn and ESM Promotions, to discuss Jamaica as a location for their television promotion.

DECEMBER 11-13

JTB LONG SERVICE AWARDS

Mignott gave a presentation on the operations of the New York office.

DECEMBER 13-15

MARKETING MEETING

Mignott attended JTB Managers Meeting.

DECEMBER 11-15

SITE INSPECTION

Crooks accompanied Eastern Airlines Sales Representatives on a tour of hotels. He also assisted at JTB Awards.

DECEMBER 17

ADVERTISING MEETING

Mignott and Crooks met with Advertising Agency to outline format for use of supplemental advertising funds.

DECEMBER 22

DUPONT TV COMMERCIAL

Mignott and Mulligan met with Mike Mansfield of Dupont to discuss Jamaica as the site for their TV commercial. Unfortunately their proposed dates of travel are in early February and we cannot afford to accommodate them at that time.

DECEMBER 22

TRAVEL AGENTS INCENTIVE PROGRAM

Mignott and Crooks met with representatives of Young and Rubicam, Ruder and Finn, Air Jamaica and Ketchum McLeod to discuss possible incentives for Travel Agents and Consumers.

DECEMBER 28

AIR JAMAICA - BALTIMORE/WASHINGTON

Mignott and Crooks met with representatives of Air Jamaica and their P.R. and Advertising Agency, along with our Ad Agency, to discuss marketing strategy for launching the new service. Immediate plans include a Sales Blitz of the area, receptions for both travel agents and the Jamaican community and a press party.

DECEMBER 30

TRELAWNY BEACH CLUB

Crooks met with Jacqueline Connely of the Lennetta Corporation, which is the management company that leased the Trelawny Beach. Discussions were held about our marketing activities and possible cooperation with their sales representatives.

DECEMBER 31

EMPRESS TRAVEL

Crooks met with Moses Braverman, Empress Travel, to discuss large group movements to Montego Bay in the Fall of 1982.

DECEMBER 31

CABLE TV SHOW

Mignott met with Tony Thompson to discuss a Cable TV Show geared towards promoting the caribbean. As a result of the meeting, Mignott and Martinez are slated to appear on the show.

FAMILIARIZATION TOURS

September	17 - 20	-	Alken Tours	-	American Airlines
November	04 - 08	-	JTB	-	Air Jamaica
November	06 - 09	-	Erika Tours	-	Air Jamaica
November	13 - 16	-	Erika Tours	-	Air Jamaica

VACATION DATES

Noel Mignott	-	November 30 and December 02
Valrie Williams	-	December 01 - January 04
Diana Willis	-	December 01 - January 11

SECONDMENT

Elaine Stephenson	-	November 30 - March 30
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TELEPHONE REQUESTS

<u>AREA</u>	<u>SEPTEMBER</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>
New York	194	206	286	317
New Jersey	49	66	66	71
Maryland	49	15	9	22
Massachusetts	21	27	33	46
Connecticut	18	21	48	37
Pennsylvania	35	43	31	54
Washington, D.C.	18	22	6	14
Maine	1	2	1	3
Virginia	11	13	17	28
Texas	2	3	1	-
New Hampshire	3	5	4	5
California	2	3	-	3
North Carolina	2	3	-	1
Ohio	6	9	8	7
Rhode Island	4	6	3	5
Delaware	1	2	2	2
Minnesota	1	1	-	-
Missouri	1	1	2	-
Michigan	1	1	1	2
Mississippi	1	1	-	-
Indiana	2	1	-	1
Georgia	3	1	2	1
Washington	1	1	1	3
Iowa	1	2	-	-
Canada	-	1	1	-
Tennessee	-	-	1	-
Florida	-	-	-	1
Louisiana	-	-	-	1
Arizona	-	-	-	1
S. Carolina	-	-	-	1
Oklahoma	-	-	-	1
TOTAL	<u>427</u>	<u>456</u>	<u>523</u>	<u>627</u>

VISITORS

Hon. Dr. Marco Brown	-	Ministry of Tourism
Mr. Don Brice	-	Ministry of Tourism
Mr. Ozzie Leake	-	Ministry of Tourism
Mr. Omri Evans	-	Ministry of Tourism
Dr. Gerhard VonHaunschild	-	Ministry of Tourism
Director John Gentles	-	Jamaica Tourist Board - Kingston
Mrs. Elaine Perkins	-	Jamaica Tourist Board - Kingston
Ms. Marie Deeble	-	Jamaica Tourist Board - Kingston
Mrs. Marianne Stéele	-	Jamaica Tourist Board - Miami
Mrs. Jackie Hamaty	-	Jamaica Tourist Board - Miami
Mr. George deMercado	-	Jamaica Resort Hotels - Miami
Mrs. Lorna Francis	-	Jamaica Resort Hotels - Miami
Mr. Lionel Reid	-	JAMVAC
Mr. Peter Trench	-	JAMVAC
Mr. Robert Garth	-	Blue Harbour Hotel
Mr. Nick Brimo	-	Royal Caribbean
Mr. Hugh Maitland-Walker	-	Shaw Park
Mrs. Pricilla Foley	-	Jamaica Inn
Mr. Rudi Schonbien	-	Plantation Inn
Mr. Dick Cole	-	Plantation Inn
Mrs. Carmen Chin	-	Casa Montego
Mr. Stewart Sharpe	-	Sans Souci
Mrs. Yvonne Scott	-	Sans Souci
Ms. Peggy Lawrence	-	Negril Beach Village
Mr. Desmond Segree	-	T. Water Cottages
Mrs. Joy Segree	-	T. Water Cottages
Mr. John Issa	-	Issa Hotels
Mr. Butch Stewart	-	Carlyle/Sandals
Ms. Jean Jutan	-	Carlyle/Sandals
Lady Sarah Churchill		